

**REMARKS**

In the Office Action dated April 4, 2007, the Examiner rejects claims 1 through 17 as obvious under 35 U.S.C. 103(a) over Patent No. 5,541,662 (“Adams”) in view of Patent No. 5,929,849 (“Kikinis”) and further in view of Patent No. 6,182,090 (“Peairs”). Applicants respectfully traverse these rejections and request that these rejections be withdrawn for at least the reasons presented below.

Adams discusses methods and systems for coordinating video and audio streams using associated data streams to enable content programmer control of the display and selection functions of a video system. Col. 1, lines 7-11. The computer system 10 of Adams receives packetized digital data streams from a satellite receiver, a CATV receiver, or a television broadcast receiver over a communication line. Col. 4, lines 5-33. The computer system extracts video data packets, audio data packets, and associated data packets from the incoming packetized digital stream; each extracted packet including a packet header and a packet payload. Col. 4, lines 34-58 and Col. 7, lines 15-20. The packet header of each extracted packet includes a time stamp for synchronizing the video, audio and associated data carried in the packets. Col. 7, lines 15-20.

Adams discusses that the video packet payload of a video packet provides digital video data for display in a video display window. Similarly, the audio packet payload of an audio packet provides audio to speaker, and the associated data payload of an associated data packet provides interactive video command and control functions for the computer system 10. Col. 7, lines 22-37. Specifically, Adams discusses the associated packet data includes command protocols for performing a plurality of

functions, such as graphic/icon for display, displaying graphic/icon at position with scale, defining the height and width of a selection region, defining the command to be performed when selection region is selected, etc. Col. 7, lines 38-67.

Kikinis discusses methods and systems for integrating Internet access with a TV transmission for providing viewers with supplemental information. Col. 1, lines 6-10. Kikinis discusses individual images in TV presentations that are linked with Universal Resource Locators ("URLs") in which a viewer is able to select the image and invoke a linked URL for providing information related to the image. Col. 5, lines 18-27. The information provided to the user includes additional information that is related to the television program the viewer is currently viewing. Col. 8, lines 1-22.

Peairs discusses documents provided to a document server that maintains a database of documents, either as editable computer files, digitized images, or a combination of both. Col. 2, lines 10-15. The document provided to the document server retains only one page of the document in which the retained page serves as an example page for when the entire document is desired for future retrieval. Col. 2, lines 20-23. Specifically, Peairs discusses a document storage unit that includes a page processor that generates icons, a key generator, and an icon serializer. Col. 4, lines 34-36. The page processor processes an example page taken from a document to form an icon. The key generator extracts information from the document to generate keys for use in locating the document after storage. These generated keys are stored in a document index table along with a pointer to the location of the document. Col. 4, lines 34-47. The icon serializer increments the number or code used to identify a particular icon in which the number or

code is sent to the document index table to be used as a key for the document. Col. 4, lines 48-67.

Independent claim 1 is directed towards a system for providing an interactive look-and-feel in a playing device receiving a digital broadcast, comprising a signal generator which generates a digital signal comprising interleaved bits of at least one of audio, video and binary data for play on a playing device, and private data. The private data includes an event identification for the at least one of the audio, video and binary data. Additionally, the private data includes an indication of a number of hot-spots for linking to additional at least one of audio, video and binary data. Each hot-spot is linked to the additional at least one of audio, video and binary data by link data. The link data including a set of coordinates defining a location on the playing device. A link event identification indicating additional at least one of audio, video and binary data coupled to the set of coordinates.

Further according to independent claim 1, the private data includes synchronization time indicating the temporal position of the additional at least one of audio, video and binary data. Additionally, the system comprises means for continuously broadcasting said digital signals from a head end server without transmission from the playing device, and a receiver which receives the digital signal at user locations and plays at least one of the audio, video and binary data on the playing device. The receiver is adapted to selectively exercise upon a hot-spot by reading the link data and playing the additional at least one of audio, video and binary data on the playing device. Independent claim 7 comprises substantially similar elements to independent claim 1, but cast as a

method for providing an interactive look-and-feel in a playing device receiving a digital broadcast.

Independent claim 1 as amended recites, *inter alia*, “means for continuously broadcasting said digital signals from a head end server without transmission from the playing device for playing at least one of said audio, video and binary data and said additional at least one of audio, video and binary data.” Applicants respectfully submit that the Examiner is erroneously interpreting Kikinis in support of his rejection. By contrast to amended claim 1, Kikinis discusses adding bytes of information in between frames to relate one or more images to a URL. Col. 10, lines 7-10. A viewer manipulates a cursor to select the region of an emblem for executing browser routines to access the World Wide Web, the browser routine dialing up the Web server of the selected emblem in which a connection is made with the Web server. Col. 7, lines 57-67 and Col. 8, lines 1-5. The retrieval of additional information of Kikinis is not continuously broadcasted from a head end server without transmission from a playing device as recited by independent claim 1. Instead, the user must select an emblem in which a connection is made with a Web server for retrieving additional information.

The Examiner asserts that Peairs reads on the element of “the private data includes...an indication of a number of hot-spots...” as recited in claim 1. The Examiner states that “when multiple interactive icons are placed on a page or document that it is advantageous to keep track of the total icons, at least by providing each icon with a sequential number.” Office Action pg. 6. By contrast, Peairs in its entirety, as well as the specific portion upon which the Examiner relies, only discusses icon identifiers generated by an icon serializer that are attached to an icon. Col. 4, lines 48-51. The identifier for a

particular icon is stored in a document index table as a pointer for future retrieval and display. Col. 4, lines 51-54. The identifier for icons in Peairs, however, fail to teach or suggest the private data as claimed, including an indication of a number of hot-spots for linking to additional at least one of audio, video and binary data, each hot-spot being linked to said additional at least one of audio, video and binary data by link data. At best, Peairs discusses assigning identifiers to icons that represent documents in a database, whereas independent claim 1 is directed towards private data that indicates a number of hot-spots available on a display device continuously receiving a broadcast. Thus, Peairs fails to teach or suggest “the private data includes... an indication of a number of hot-spots for linking to additional at least one of audio, video and binary data” as recited in independent claim 1.

In addition to the foregoing, Applicants assert that there is no motivation to combine either Kikinis or Peairs with Adams. Both Kikinis and Peairs discuss bidirectional communication from a client device to a server for receiving information for display. Specifically, the methods and systems of both Kikinis and Peairs require a user to transmit a request from a client device to a server for receiving desired information (i.e., selecting an emblem associated with a URL of Kikinis or a user requesting a document of Peairs). By contrast, Adams receives packetized digital data streams from satellite receiver, CATV receiver, or television broadcast receiver. The received packetized digital data include video data that is stored in a video queue, audio data that is stores in an audio queue, and associated data that is stored in an associated data queue of computer system for operation by a client device. Col. 6, lines 7-20. Accordingly, the commands that specify functions to be performed in Adams do not require a bidirectional


communication between a client device and a server (i.e., packetized digital data is stored in the computer system's queue for responding to user requests). Thus, the bi-directional communication methods and systems of Kikinis and Peairs are not applicable or related to the broadcast based methods and systems of Adams and, therefore, fail to present a motivation to be combined with Adams.

The dependent claims of the present application contain additional features that further substantially distinguish the invention of the present application over Thomas and the prior art of record. Given the applicants' position on the patentability of the independent claims, however, it is not deemed necessary at this point to delineate such distinctions.

For at least all of the above reasons, Applicants respectfully request that the Examiner withdraw all rejections, and allowance of all the pending claims is respectfully solicited. To expedite prosecution of this application to allowance, the examiner is invited to call the Applicants' undersigned representative to discuss any issues relating to this application.

Respectfully submitted,

Dated August 6, 2007

  
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